

AMRITA KAUR

FOR the past two years, Mr Siddarth Khanna, a Non-resident Indian (NRI), has been monitoring the health of his parents who live in Gurgaon, from the comfort of his home in Singapore.

The 23-year-old, who works in the financial services industry, has been looking for doctors, booking appointments, paying for them and getting reports on their health with just one click online.

This is all thanks to Mr Abhinav Krishna, the co-founder of start-up Our Health Mate (OHM).

It is an online platform that allows NRIs to manage and monitor their family's healthcare no matter the distance. The portal helps them to find, book and pay the doctors on behalf of their loved ones and shares feedback on their health.

Ms Ruchi Shah, who has been using OHM for the past six months, said: "I used to send money to my parents in Mumbai for healthcare but they end up using it to buy other things."

Explained Mr Krishna: "OHM is trying to solve this problem. Our idea is to ensure that NRIs living away from their families are assured of their loved ones' health."

The 29-year-old moved to Singapore in 2001 from Lucknow on a Singapore Airlines (SIA) scholarship to study at Raffles Junior College (RJC). He graduated from the National University of Singapore (NUS) with a computer engineering degree, before joining Citibank where he was an assistant manager in electronic trading (equities) for two years.

As the "entrepreneurial urge became too hard to resist", he left his job and embarked on a new venture in 2011 with Dr Akash Kumar, a professor in the electrical and computer engineering department at NUS. Dr Kumar had also come to Singapore on an SIA scholarship a few years before him and they met at RJC. "We both loved playing sports and loved to code. This gave birth to our start-up - My Fitness Wallet."

The app recommended the perfect exercise routine when synced with an individual's Facebook or Twitter account. It took into consideration the user's lifestyle, age and other factors, while planning an exercise routine. Synced with the user's personal calendar, it suggested the most suitable time to exercise, bearing pre-scheduled commitments in mind.

Mr Krishna and Dr Kumar then travelled to Chile when they heard about Startup Chile, an accelerator programme that was providing support to budding entrepreneurs from around the world with seed capital, mentoring and training. The duo, who are Singapore PRs, received US\$40,000 for their start-up.

"In the long road to Chile and back, we found that there was a missing link in the business plan of My Fitness Wallet. We realised that notification or being answerable to someone is a very important aspect of healthcare," said Mr Krishna.

Around the same time, his father had to undergo heart surgery and he realised there was no way to monitor doctor's appointments and keep tabs on follow-up checkups.

As Indian expats who have been away from home for more than 15 years, they thought there should be a reliable system to provide healthcare to family members and channel the information from the doctor to the NRI after the appointment.

They carried out surveys with NRIs in Singapore

Looking for a doc for parents in India?

Abhinav Krishna's health portal helps NRIs find, book and pay the doctors on behalf of their loved ones



Determined... as Indian expats away from home, Mr Krishna (right) and Dr Kumar wanted a reliable way to monitor their parents' health.

PHOTO COURTESY OF ABHINAV KRISHNA

and OHM raised close to US\$900,000.

Today, OHM's booking portal allows NRIs from anywhere in the world to choose from their network of over 2,500 doctors in more than 500 hospitals and clinics in over 50 cities in India. The doctors pay a fee when they see a patient referred by OHM.

Explained Mr Krishna: "The NRIs just need to geographically narrow down hospitals or clinics using our portal and make payment online through credit card or PayPal.

"The voucher code is then sent to the ageing parents via SMS with all the appointment details so they just need to turn up at the specific time at the hospital. Our call centre is based in Bengaluru and it provides support to ageing parents via calls

Winnovative PDF Tools Demo SPOTLIGHT on START-UPS

A fortnightly series on Indian start-ups in Singapore

and found that they wanted feedback on doctor's appointments, an option to pay directly to the clinic or hospital and the ability to choose doctors themselves. Mr Krishna and Dr Kumar then scrapped My Fitness Wallet and "OHM was born in 2013, out of our personal and professional quest and experiences".

In February 2013, the start-up received \$25,000 from an accelerator programme by Joyful Frog Digital Incubator. Leotech, the company's technology partner, also joined in with other angel investors

or SMS." Ms Shah, who likes the user-friendly portal, said: "I just have to log in to get updated when my parents go for the appointments and I can access their check-up results and the doctor's comments through the portal. It helps me to keep track of their health."

The start-up has over 4,000 NRIs who have taken care of more than 8,000 family members through the portal. It also launched ClinicLinc last October. The hospital management system is helping more than 1,000 doctors in India to digitalise patients' records online and access it from anywhere. It also allows receptionists to administer billing and process pharmaceutical orders.

"We do not just want to ensure the families' health but we also want to make healthcare services as seamless as possible on the doctor's end," said Mr Krishna, who manages 22 employees in offices in Singapore, Bengaluru, Delhi and Lucknow.

In the next five years, the company hopes to expand to the Philippines, Indonesia and Mexico.

• amritak@sph.com.sg

Chan Brothers Cruises CELEBRATE 50th BIRTHDAY WORLDWIDE CRUISE CENTRE

Costa Cruises

3N Malacca & Penang RaRavuden Cruise on Costa Victoria with Oli 96.8FM DJs Rafi & Ravi

Singapore • Malacca • Penang • Singapore

✓ 3N Shipboard Accommodation on Costa Victoria with

All Meals & Entertainment

✓ Italian Carnival of Venice at Sea

✓ Meet & Greet Session

✓ Get Together Session with Dance Off Party

✓ Breakfast Farewell Greeting Session

FREE Upgrade to Premium Class Cabin

Win a Cruise Vacation for 2

Special Sailing: Nov 26

Radio Recommendation fr \$350 + taxes & surcharges \$108

WORLDWIDE CRUISE CENTRE 6212 9944

150 South Bridge Road #07-01 Fook Hai Building www.ChanBrothersCruises.com

SING	Rs46.87	US	Rs66.22	Exchange rates as of Sept 2, 2015
	US\$0.70		A\$1.42	
	A\$1.00		€0.88	
	€0.62		£0.65	
	£0.46		S\$1.41	

tabla! COMES TO YOU ON THURSDAY NEXT WEEK
As Friday, Sept 11, is a public holiday, we will be publishing a day earlier. Make sure you get your copy.